

Message Text

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PAGE 01 BERN 04238 291547Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----004939 300959Z /10

R 291445Z AUG 78
FM AMEMBASSY BERN
TO AMEMBASSY COPENHAGEN
AMEMBASSY BRUSSELS
AMCONSUL HAMBURG
INFO AMEMBASSY BONN
AMEMBASSY MADRID
AMEMBASSY THE HAGUE
USDOC WASHDC
SECSTATE WASHDC 6799

UNCLAS BERN 4238

EO 11652: N/A

TAGS: BEXP, SZ

SUBJ: COORDINATED AMERICAN EXPORTER ACTIVITY

REF: COPENHAGEN 5544; BERN 3387

1. VERY PLEASED COPENHAGEN WILL PARTICIPATE; DEC. 12
GOOD DATE. MEETINGS NOW SCHEDULED BERN DEC. 4, HAMBURG
DEC. 6, BRUSSELS DEC. 8, COPENHAGEN DEC. 12.
 2. RECRUITMENT WILL PROCEED AS OUTLINED BERN 3387. WE
URGENTLY NEED BY SEPT. 6 SUMMARY CONSUMER GOODS
MARKET (APPROX. TWO-THIRDS PAGE IN LENGTH) FROM EACH
PARTICIPATING POST FOR INCLUSION IN RECRUITMENT KIT.
KIT WILL CONTAIN INVITATION LETTER; THREE-PAGE SUMMARY
CONSUMER GOODS MARKET IN SWITZERLAND, GERMANY, BELGIUM,
AND DENMARK; GENERAL DATA ON ORGANIZATION OF MEETINGS;
AND REGISTRATION FORM.
 3. BASED ON EXPERIENCE OF OUR MAY MEETING, WE THINK
IDEAL RATIO IMPORTERS TO EXPORTERS 2:1. ASSUMING 50
AMERICANS AND 100 SWISS AT BERN MEETING, WE PROPOSE
CHARGE AMERICAN EXPORTERS \$50 EACH FOR INDIVIDUAL
LUNCHEON AND PRO-RATA SHARE OF ADMINISTRATIVE CHARGES
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FOR HALL RENTAL, SOUND SYSTEM, ETC. SWISS IMPORTERS
WOULD BE CHARGED ONLY VARIABLE COST OF INDIVIDUAL LUNCHEON
(APPROX. \$20). IT IS NOT NECESSARY THAT EACH POST
CHARGE AMERICAN EXPORTERS UNIFORM \$50 FEE PER MEETING,
BUT IT WOULD DESIRABLE THAT THERE NOT BE A GREAT DI-
VERGENCE IN CHARGES. PARTICIPATING POSTS REQUESTED
TO ADVISE US BY SEPT. 6 FEE WHICH EACH WILL CHARGE

AMERICAN EXPORTERS; FIGURE NEEDED FOR REGISTRATION FORM
IN RECRUITMENT KIT.

4. EXPORTERS WILL BE ASKED TO RETURN SINGLE REGISTRATION
FORM WITH SINGLE DOLLAR CHECK PAYABLE TO AMERICAN EMBASSY
BERN; BERN B F UNIT WILLING TO MAKE DOLLAR DISBURSEMENT
TO POSTS OF FEES COLLECTED BY MID-NOVEMBER AND AGAIN IN
DECEMBER AFTER MEETINGS CONCLUDED AND BALANCE OF FEES
RECEIVED.

5. BERN WILL SEND EACH PARTICIPATING POST XEROX COPY
OF EACH REGISTRATION FORM AS IT IS RECEIVED, REGARDLESS
OF WHICH MEETINGS THE EXPORTER PLANS TO ATTEND. POSTS
SHOULD REPLY AS APPROPRIATE WITH LETTER, HOTEL RESERVATION
CONFIRMATION, AND INFORMATION PACKET.

WILL SEND YOU COPY OUR PACKET WHEN READY.

6. IF POSTS HAVE NOT ALREADY DONE SO, WE WOULD SUGGEST
THAT HOTEL ROOMS BE BLOCKED OUT FOR EXPORTERS WHO WILL
HAVE OPPORTUNITY ON REGISTRATION FORM TO REQUEST HOTEL
RESERVATIONS.

7. POSTS ARE INVITED TO SEND VIA INTERNATIONAL MAIL
INDIVIDUAL NAMES OR LISTS OF COMPANIES WHICH SHOULD RE-
CEIVE INVITATIONS. AMONG OUR SOURCES IS FAIRLY COMPLETE
LIST OF EXPORT MANAGEMENT FIRMS SUPPLIED BY COMMERCE
EARLIER THIS YEAR. APART FROM DIRECT-MAIL CAMPAIGN FROM
BERN, WE UNDERSTAND COMMERCE WILL HELP ENSURE BROAD
PUBLICITY FOR MEETINGS.

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